Exploring linkages between Social Entrepreneurial Behavior and Scaling up of Social Impact: An Empirical Study

Synopsis

In

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1. Introduction

The global population is expected to reach 11 billion by 2050. An increase in population will also affect the availability and use of resources and hence the ecosystem. People will face new problems related to the paucity of resources, which represents the central economic problem of limited resources which has alternative uses. This will further lead to many social problems and inequality in society, these problems need innovative solutions as every means is limited. The literature review suggests that the problem of poverty and inequality can be solved by empowering people to help themselves and others by creating employment (Apergis et al., 2022). Due to this, governments are stressing entrepreneurship through many missions and policies around the globe however, entrepreneurship's main objective is profit driven compromising on the longer social good. At the same point, it is observed that inequalities have increased (Lecuna, 2020) there comes the role of social entrepreneurship that keeps the objective of a social benefit than the profit motive. Social entrepreneurs are the ones who strive to involve in the community to help, find themselves a solution, and earn their sustenance (Forouharfar et al.,2018). The country's widespread poverty and strong population growth provide countless opportunities for social entrepreneurs to pursue innovative solutions to social problems. Hence, social entrepreneurship is required to balance the profit motive with the social benefit. Furthermore, in 2015, many countries came together and adopted the Sustainable Development Goals 2030 agenda, the SDGs were set up by the United Nations General Assembly (UN-GA) which is all about to deal with 17 measured issues of the countries in the form of 17 goals, these goals are further divided into 169 targets. Achieving these goals will require the efforts of governments, businesses, and the third sector, often working in collaboration. Recent report by Social Enterprise UK - Think Global Trade Social - social enterprises also have a potentially crucial role to play in the achievement of these global goals (Social Enterprise UK, 2015). We here are focusing on understanding the role of social enterprises that it can play in contributing to the SDGs achievement through improvement on their social impact. There is scanty evidence on the measurement of social impact and measures which has led to the scaling up of social impact. The present addresses this gap by understanding what drives the social entrepreneurial behavior towards the scaling up of their social impact. The study also intends to examine what leverages social

entrepreneurial behavior for scaling up the social impact. The following research questions proceeded the need of the study:

i. What factors can enable social entrepreneurship behavior so that it can have a social impact scaled up?
ii. What strengthens the social entrepreneurship behavior to have scaled-up of social impact?
iii. Can sustainable behavior improve the interaction between social entrepreneurial behavior and social impact?
iv. How can scaling of social impact be assessed?
v. Can social media improve the relationship between social entrepreneurial behavior and scaling up social impact?
vi. Prosocial motivation is the cause that can ensure the scaling up of social impact through social entrepreneurial behavior (SEB).

Need of the study

The significance of the study is to explore the drivers of social entrepreneurial behavior which help in scaling up social impact. There is a need to know the importance of social entrepreneurship in the economy and the factors that enable social entrepreneurial behavior so that it can have a social impact since most of the literature has focused on entrepreneurial intentions. This study will help the researcher to understand the effects of the role of the state on SEB for scaling up social impact and the use of social media as a mediator to SEB. This research will help budding entrepreneurs, policymakers, and think tanks to address these drivers and develop course structures, a policy that can help to foster the SEs to exist and perform for a longer duration of their lives.

The synopsis of the proposed research is organized in the following sections: Section 2 presents the theoretical framework of the study that includes the need for social entrepreneurship, probable areas, theories, and models of social entrepreneurship. Section 3 presents the Review of the Literature and Identification of the Research Gap. Section 4 shows the conceptual framework which is showing the relationship between the variables and the idea of the researcher's future research. Section 5 presents the overview of the proposed research which includes the need for the study and the objective of the study. Section 6 confers research methodology which comprises the proposed hypothesis of the study

and research design. Section 7 presents proposed chapters and finally, section 8 confers references.

2. Theoretical background:

In the 1970s, social entrepreneurship was developed as a sustainable solution to societal issues. In the book "The Sociology of Social Movements", Joseph Banks used the phrase "social entrepreneur" for the first time in 1972 and stress on the necessity of using managerial abilities to handle both corporate and social difficulties. Ashoka, the first global organization to encourage social entrepreneurs, was founded in the 1980s, marking the beginning of social entrepreneurship practices (Ashoka, 2009). Additionally, the phrase "social innovation" was defined in the work of entrepreneurs by Drucker (1990) who discussed the need of applying management techniques in non-profit organizations to boost their productivity and effectiveness in doing social good (Ashoka, 2009). Globally, social entrepreneurship has been practiced for a very long time. Although it has always existed, for the past 4 decades it attracted the attention of academic and has been widely encouraged by policymakers and community leaders. Social entrepreneurship is a way of conducting business that aims to improve the world by solving social, cultural, or environmental issues with passion and creative ideas. Social entrepreneurs are people or groups that provide solutions to ongoing social issues and adopt creative initiatives to increase social wealth. Their passion, positive attitude, self -actualizations, and empathy towards the people motivate them to work as social entrepreneurs It is different from entrepreneurship as entrepreneurship's primary motive is to earn profit keeping addressing of social issues as a secondary motive. Most of the time people confuse social entrepreneurship with corporate social responsibilities (CSR). Corporate Social Responsibility addresses the needs of a group that directly or indirectly has an impact on the development of society, whereas social entrepreneurs address the issues of society.

2.1 Social Entrepreneurship in India:

In India, social entrepreneurship is subtly transforming the less fortunate areas. The breakdown of India's more well-known social entrepreneurs is as follows and shown in Table 1:

Self-Employed Women's Association (SEWA), founded by Ela Bhatt in 1972, offers its members—poor self-employed women—financial, health, insurance, legal, childcare, vocational, and educational services. S Rajagopalan and Svati Bhogle's Technology Informatics Design Endeavour (TIDE)

promotes the transformation of profitable and environmentally sustainable techniques developed by top research institutes into successful businesses **(**Kumarasamy et al.,2014).

Table 1: Major Social Entrepreneurs in India

Companies	Activities	Impact	Plans
Aravind Eye Hospital	Eliminating needless blindness by taking its services to rural India	In the last year alone 2.5 million patients were treated and over 3 lakh Surgeries were performed	To replicate it in all states of India
IndusInd bank	Granting Small loans without collaterals	5.3 million Customers	Take Microfinance to every village
International Development Enterprises (IDE) India	Providing long-term solutions to poverty, hunger, and malnutrition	19 million	Ending poverty in the developing world
BASIX India	Sustainable livelihoods for the rural poor and women	Over a million and a half customer	-
United India	Angel investor and incubator for social entrepreneurs	Each of the projects has, on average, created 1.6 new jobs in the economy	A world where individuals take action to bring about positive social change

2.2 Need for Social Entrepreneurship

Just as entrepreneurs alter the face of business, social entrepreneurs alter society by under taking the chances that others give up, enhancing systems, developing fresh ideas, and coming up with solutions that improve society. A social entrepreneur provides novel methods to focus on societal issues and then widely execute them, as opposed to a business entrepreneur who might focus on new sectors. In India, Social entrepreneurships are operative in a wide range of activities, in different sectors. A review of these sectors was presented in the ADB report, 2022 as shown in table 2.

Table 2: Key social enterprise investment sectors in India

Education	Affordable Housing	Energy
Health	Financial Inclusion	Water and Sanitation
Agriculture	Livelihood Promotion	

(Source: ADB Report, 2022)

The government takes a stand to solve social issues by starting new projects for employment and job opportunities for younger and providing subsidies to the poor section of society so that they don't get deprived of their necessities. However, it sometimes does not yield appreciable results. Government

fails due to various reasons like Lack of incentives, Poor information, Political interference, No consistency, Moral hazard, Regulatory capture, and Unintended consequences(McCaffrey,2015). In India, social entrepreneurship is mostly growing as a result of what the government has failed to accomplish (McCaffrey,2015). The government in various nations frequently remove obstacles to stop individuals from starting their facilities for empowerment, healthcare, or education (Kumarasamy & Krishnan,2014).

Also Understanding the state of social entrepreneurship in the context of the disruptions brought on by the covid-19 pandemic is crucial for the government, social entrepreneurs, policy makers and academics. This is because social entrepreneurship can offer solutions to many of the most difficult economic, environmental, and social problems facing the planet

2.3 Probable Areas of Social Entrepreneurship: Different social entrepreneurship areas (table 2) are mapped with SDG goals to understand the gap in different areas (table 3)

Table 3: A report on Social Entrepreneurship 2020

AREAS	SDGs TARGETS	GAPS
AGRICULTURE	1. Doubling overall farmer productivity, incomes, and opportunities in agriculture and other sectors 2. Make sure the food system is robust, nourishing, and sustainable. Maintain, protect, and spread the genetic variety of important species, livestock, and crops. 3. Lead to a significant reduction in food and post-harvest across the whole agricultural value chain by 50%.	1.Overuse of low-quality inputs is caused by the high cost of superior inputs. Farmers in the last mile don't have easy access to extension and advisory services. 2.High use of resource-intensive procedures and traditional harvesting methods. 3.Farmers in rural areas have limited access to packhouses and processing facilities warehouses lacking context for small farmers Limited quantity of accurate and current market information.
EDUCATION	1. Make sure that primary and secondary education is equal, of high quality, and produces learning results that are useful and efficient. 2. Ensure access to high-quality pre-primary education, early childhood development, and care. 3. Make sure that everyone has access to affordable, high-quality tertiary education,	1.There is a significant disparity in the quality of education in India, where government institutions mostly provide elementary education. 2.Even though skill development is accelerating, there is a

	including university	need for targeted assistance with certain skills in developing industries like hospitality, retail, and information technology. Since ed-techs rely on technology and smartphones, infrastructure in the form of internet access or smartphone usage becomes essential for broad outreach to clients and students. More realistic strategies are required to support education and skill growth.
HEALTH	Lower the rate of maternal deaths worldwide of AIDS, TB, malaria, and neglected tropical diseases. Fight hepatitis, waterborne illnesses, and other communicable diseases. Put an end to the needless deaths of infants and kids under five. Lower the rate of non-communicable disease-related early death Ensure that everyone has access to benefits for sexual and reproductive health. Achieve universal health coverage for all people, protection from financial risk, and access to high-quality basic healthcare services, medications, and vaccinations.	1.Although businesses have begun to address the issue of preventive services, only economically advantaged regions can take use of them. 2.The absence of diagnostic facilities in rural and isolated areas The ratios of doctors to patients, healthcare facilities to patients, and beds to patients are appalling. 3.The cost of private healthcare is high. Similar to prevention, the majority of medical monitoring equipment is out of reach for the underprivileged sectors of society.

(**Our focus area will be education)**

2.4 Theories of social entrepreneurship:

Several different entrepreneurial theories have been advanced by modern business and management writers. Many of the top thinkers offer variations on the theme while adhering to the Schumpeter school (Dees, J. G.,1998). Social entrepreneurship is commonly defined as "entrepreneurial activity with an embedded social purpose" (Austin et al., 2006).

2.4.1 The Theory of Planned Behavior (TPB): Icek Ajzen (1985) proposed Theory of Planned Behavior(TPB) in his chapter “From intentions to actions’’ it is a psychological theory which states

that an individual's behavioral intentions are shaped by three fundamental factors: attitude, subjective norms, and perceived behavioral control. Additionally, TPB holds that behavioral intention is the most immediate predictor of social conduct in humans. the theory was elaborated by Icek Ajzen to improve the predictive power of the Theory of Reasoned Action (TRA). Ajzen's idea was to include perceived behavioral control in TPB (Ajzen,1991). In TRA, perceived behavior control was not included. TPB has been used in research on how beliefs, attitudes, behavioral intentions, and behaviors relate to one another in a variety of human domains.

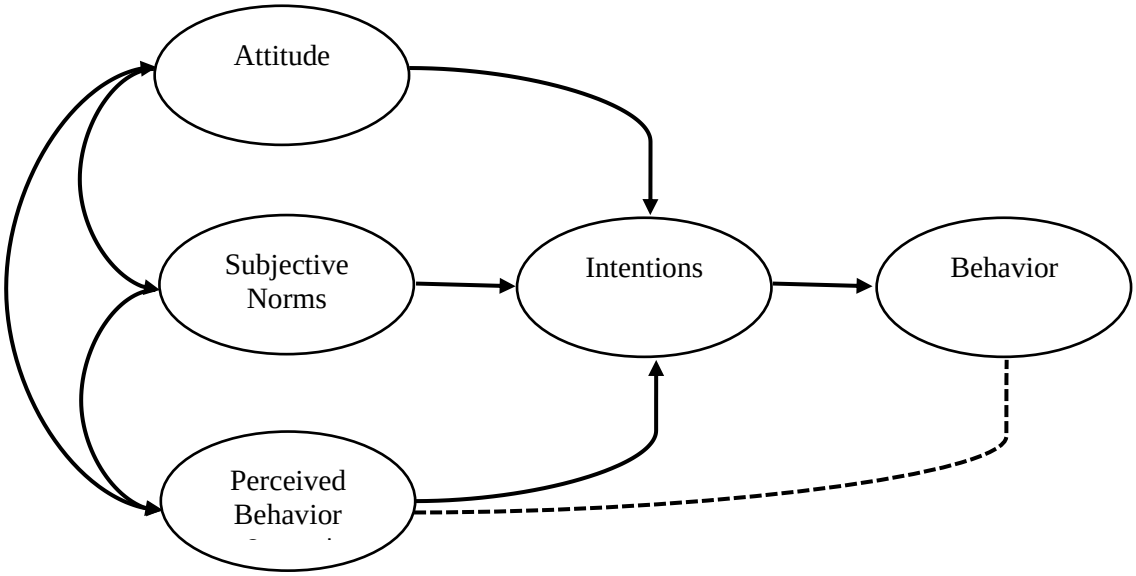

Figure1. Theory of planned behavior
(Source: Icek Ajzen (1985))

Perceived behavior control: The degree to which a person thinks they can carry out a specific behavior is known as perceived behavioral control. The sense of the person's capacity to carry out the behavior is a component of perceived behavioral control. In other words, behavior- or goal-specific perceived behavioral control.

Beliefs: refers to a state of mind in which trust or confidence is placed in some person or thing.

Attitudes: (Allport,1967) developed his definition: "a mental and neural state of readiness, organized through experience, exerting a directive or dynamic influence upon the individual's response to all objects and situations with which it is related".

Behavioral intentions: defined as how hard persons are willing to try and how many determinations, they are planning to use towards performing a behavior. Behavioral intention (BI) refers to "a person's

subjective probability that he will perform some behavior" (Fishbein & Ajzen, 1975).

2.4.2 Social Identity Theory: According to social identity theory (Tajfel & Turner, 1979), people form social identities based on a sense of belonging to a certain social category (e.g., nationality, organization, religion, athletic team, etc.). The social category, in turn, becomes self-definitional, influencing a person's self-concept—as well as behavior—in terms of the defining characteristics of that category: People have a repertoire of such discrete category memberships that vary in relative overall importance in the self-concept. Each of these memberships is represented in the individual member's mind as a social identity that both describes and prescribes one's attributes as a member of that group that is, what one should think and feel, and how one should behave (Hogg, et al., 1995).

2.4.3 Self-categorization theory: Turner, et.al., (1987) expands on the process in which people create a social identity, explaining how individuals depersonalize their self-concept and cognitively assimilate their own identity into that of an ingroup prototype (Hogg & Terry, 2000). An individual's social identity is thus largely based on a sense of shared destiny, or fate, and a joint stake in future successes and failures (Mael & Ashforth, 1992).

For instance, an identity approach to social entrepreneurship education, therefore, encourages the presentation of the social entrepreneurship community as a social category in which students can become active members. Students are allowed to begin identifying with social entrepreneurs and innovators, and, consequently, develop desires consistent with that social identity (e.g., to make a positive contribution to society).

2.5 Models of social entrepreneurship: There are different models which explain social entrepreneurship and social enterprises. No fixed model is used solely. To enhance the social impact, multiple models of social entrepreneurship can be used. The models are listed below:

2.5.1 Entrepreneurial non-profit model: The "entrepreneurial non-profit model" is defined) as "any non-profit organizations generating any sort of earned-income economic activity in support of their social goal." These nonprofit organizations focus primarily on addressing social and environmental problems. Their members and communities stand to gain the most from them. To cover their expenses, they also take part in earned income activities. They differ from social-change and social cooperative SEs because of their emphasis on assisting their members and communities through various forms of

earned income activities. The non-profit organizations (NPOs), foundations, associations, NGOs, or societies that act as Indian SEs according to the entrepreneurial non-profit model. Typically, they are registered under the Indian Trusts Act (1882) for trusts, the Associated With a system Act (1860) for privately owned nonprofit corporations, or Section 8 of the Companies Act (2013) for societies. Similar to the approach put out by Defourny and Nyssens, a foundation or trust may focus on social causes yet finance those causes by profit-sharing from another privately held source (2017: 13). The majority of these businesses receive funding from government subsidies, charitable donations, crowdsourcing, and sales of goods and services. Moreover, it is recorded in literature that most the entrepreneurs base their social initiative on their commercial entrepreneurial activity and the majority of NGOs register themselves as non-profit organizations, the statute forbids members or trustees from annexing profits. The Societies Registration Act (1860), the Indian Trusts Act (1882), and the Cooperative Societies Act (1904) all demand that members and trustees make decisions regarding organizational structure, day-to-day operations, and financial matters in a transparent manner. Microentrepreneurs who seek mutual interest goals while also concurrently engaging in specific interest operations are one of the distinctive and developing groups of social entrepreneurs that can be categorized in this paradigm (Pratono, et al., 2016). A notable illustration of this is the Self-Help Groups that are found in rural India that work with rural women to produce modest rural artifacts. Smile Foundation is an NGO based in New Delhi, India. It was established in 2002 and had a presence in 25 states. As of 2017, the Foundation reaches approximately 4 lakh children and their families. The Smile Foundation for Education in India aimed to promote education among the underprivileged. Their development program includes Education, health, livelihood for children and women, and provision equally affected by lack of resources. Some of their programs are Smile on Wheels, Mission Education, and Smile Twin e-learning.

2.5.2 Social business model: Although social businesses are primarily for-profit and have a significant social focus, they differ from other company models in terms of their governance models, legal frameworks, and profit motives. This classification is broad and includes SEs with a variety of business models, such as corporate social entrepreneurship (Anirudh and Sahasranamam, 2016) with significant revenue, hybrid SEs (strong social objectives with some revenue), "Edu-tech firms"

(innovating in educational delivery methods), "clean tech firms" (innovating in and offering clean technologies and services), and healthcare organizations (innovating in and providing health care services). Although they pursue a social mission in the interest of the people, they have significant individual interests. This set of social entrepreneurs is very strongly focused on the market. This model focuses on applying market-oriented solutions to address social problems. The social missions and operations of these social enterprises are separate and well-defined. For these organizations to survive and thrive, social and political legitimacy plays a critical role. The social mission of these SEs plays a crucial role in helping them obtain market share, financial resources, social and political legitimacy, as well as an increase in earned income. Although these social companies receive funding from a variety of sources, the sale of the goods and services they produce is their main source of income. Organizations like, SKS Microfinance relies heavily on the profits from its micro-credit services to fund their operations (SKS obtained low-interest loans from banks and for-profit venture capitalists [Sequoia Capital], and granted micro-credits with higher interest rates).

In the same way, Patanjali oversees its operational purchases made from the sale of its goods. These social enterprises seek out partners that share their commitment to creating novel, earned-income-based models and mechanisms for addressing social challenges. These programs mostly take the shape of private businesses while guaranteeing the generation of social value and a substantial earned-income component.In India, as in many other nations, social enterprises can be registered as for-profit corporations under the Companies Act, as traditional for-profit businesses under the Societies Registration Act (1860), as non-profit trusts under the Indian Trusts Act (1882), as societies under the Societies Registration Act (1860), or as cooperative societies under the Cooperative Societies Act (1904). For-profit SEs must simultaneously manage their social and business objectives, The governance and ownership structure of these groups is built around three crucial pillars: the organization structure, communication, and profit sharing. Organizational design, social and moral principles of entrepreneurship, and the relationship of the social entrepreneurs with the community all play a crucial role in preventing such purpose drift and managing the corporate image of for-profit social enterprises.

2.5.3 Public-Sector Social Entrepreneurship model: The Indian government runs several programs

to assist poor and marginalized people in getting out of poverty. The main areas covered by these programs are health care, education, drinking water cleanliness, justice and equality, sports, finding work and receiving appropriate training, purchasing goods from rural areas, etc. Nevertheless, despite having a large budget, these programs rarely succeed in achieving their intended objectives. When trying to reach remote areas and put programs into action, public bureaucratic machinery is restrictive and expensive. A growing number of government organizations are now incorporating social entrepreneurial models for the delivery of public services to get around these constraints. They do this by employing a variety of cutting-edge strategies that involve providing highly effective and economically advantageous public services through public/private partnerships. Defourny and Nyssens conceptualized this novel and emerging paradigm of social entrepreneurship (2017: 16) as the social entrepreneurship model for the public sector.To deliver low-cost, effective, high-quality public services, the government is investigating new collaboration policies and frameworks in which governments and private organizations (social companies) collaborate. Novel public procurement procedures are created and implemented, these policies and frameworks demand less oversight and regulation, and these multi-institutional partnerships are financed and managed by innovative financial products. The social entrepreneurship model for the public sector has risks as well. These businesses do indeed face more financial and administrative scrutiny than "regular" SEs. If the public employees in charge of the public-sector SEs engage in crony or corrupt behaviors, they could be charged with corruption, and the SEs could lose their public funding and go out of business. Examples of such social enterprises are like insurance plans for health care where the government pays a portion of the premiums; SEs promoting "re-skilling" strategies involving private companies and government funding; and free online education with Indian institutions supported by public cash.

2.5.4 Cooperative Social Entrepreneurship model: In India, the cooperative movement was urged to support the agricultural industry. The poor, tenant farmers laborers and poor and marginalized farmers were able to bargain and obtain better prices through cooperatives, including better prices for agricultural and dairy products as well as for agricultural inputs like fertilizers. They were also able to negotiate and obtain better wages for their contributing members as well as a political intervention against market distortions.

Cooperatives advocate on behalf of the government for institutional reform, take collective action to stop unjustified price hikes, and engage in collective bargaining to stop unaffordable bank interest rates. Additionally, they offer discounted social and public services to the underprivileged. Thus, in rural India, the cooperative movement has significantly boosted socioeconomic worth.The Cooperative Societies Act governs the majority of cooperatives in India (1904). This Act mandates that board members be democratically chosen, that decision-making be decentralized, and that shareholder interests be given top priority. However, because the number of votes held by board members depends on social and equity capital holding, the EMES indicator concerning the decision-making authority not being based on capital ownership is not met in this case. Most typically, members of cooperatives' governing structures, including volunteers and employees, as well as potential other participants like donors and experts Typically, the organization's services are not used by the residents or members of other organizations or public entities.

The IFFCO (Indian Farmers Fertilizer Cooperative) offers fertilizers at low, budget-friendly pricing. For the farmers' dairy products, the Amul dairy group offers fair prices. Large cooperatives like these two (IFFCO and Amul with yearly revenues of 3 billion USD and 5 billion USD, respectively) are professionally managed cooperatives that hold regular elections to choose their directors, officers, and professional managers.

2.5.5 Social change model: Religious, political, and apolitical advocacy groups that work closely with civil society are crucial in a situation marked by institutional change and, in some cases, institutional emptiness. These institutions are similar to social entrepreneurship in many ways, so the present study has included it in the typology as part of the "social transformation" concept. Even though Defourny and Nyssens' (2017) do not specifically include the social change model, our analysis of the Indian landscape demonstrates that social change plays a highly unique role in the Indian setting. The social change model is appropriate for groups, movements, or associations whose main social objective is to increase social value for the neighborhood, society, and mankind. Social entrepreneurship was defined by Dees (1998) as an entrepreneurial process that produces social value and social transformation. Through social movements, political involvement, the use of rights and liberties, advocacy, rallies and demonstrations, and constitutional amendments, entrepreneurial efforts can try social change.

Stakeholders in the greater social change ecosystem include a wide range of people and organizations, including government agencies, courts, legislatures, the press, media, and citizens. Social entrepreneurship of this kind may see a dramatic reduction in their autonomy when they become subject to public money; as a result, they frequently steer clear of receiving financial assistance from the government. Academics are still studying the governance structure of SEs that follow the social change approach. These SEs can take a variety of forms, including spontaneous protests organized by groups of individuals, political associations founded by charismatic leaders, and even a combination of these two.

The main tenets of social-change SEs' work include concern for the community, transparency in decision-making, and voluntary engagement. The primary shared trait of social-change specialists is that they pinpoint the root of a social issue and employ various sociopolitical a way to solve this issue. Another distinguishing feature of these organizations is that their members have no shared interest in the organization and are motivated by the public good. Gandhi, Mandela, and the Chipko Movement are a few instances of social entrepreneurs and SEs that fall under this category.

3. Review of Literature and Identification of Research Gap:

The review of the literature for the proposed research is performed to understand the basic concepts involving drivers of social entrepreneurship, mediators of SE, and social impacts. Stakeholders in social entrepreneurship education will also profit from the study. It can be anticipated to open up opportunities for the growth of a productive ecosystem for social entrepreneurship education that includes university students and public education.

A broad classification of the previous is given as follows:

a) Focus of the paper

   Social impact measures

   Drivers\ Determinants of Social entrepreneurship

   Moderators \ Mediators of social entrepreneurship

   Need for social entrepreneurship

b) Research Design

   Description

Exploratory

Empirical

Analytical

c) Context of the paper

Indian

Foreign

d) Findings of a paper

Awareness of social entrepreneurship

Effects of social entrepreneurship

Models of SE

Table 4 Literature Review Matrix

Title, author(s), year	Category	Focus study					Methodology				Context		Findings		
		Social Impact \social value Measures	Adding the theory of SE	Drivers\ Determinants	Moderators \ Mediators	Need of S.E.	Descriptive(reviewed)	Exploratory	empirical	Analytical	Indian	Foreign	Awareness of S.E.	Effects of [illegible]	Models of SE
Social return on investment: standard guidelines Sara Olsen and Alison Lingane, 2003	Research paper	√					√					√		√	
SE the contribution of an individual entrepreneur to sustainable development Christian Seelos and Johanna Mair 2004	Research paper	√					√				√		√		
Transforming Sustainability Education: Ethics, Leadership, Community Engagement,	Research article					√		√				√		√	

and Social Entrepreneurship Channelle D. James,2011															
Measuring social value creation, A quantitative study among social entrepreneurs Jan Christlieb 2012	Research article	√					√					√		√	
A Positive Theory of Social Entrepreneurship Filipe M. Santos, 2012	Research article		√									√			
Measuring Social Value, A Social Metrics Primer Babita Bhatt and Tessa Hebb, 2013	Research article	√								√		√		√	
Entrepreneurial Intention and Social Entrepreneurship among University Students in Chennai City Dr. A. Irin Sutha and Dr. P. Sankar, 2016	Research paper					√			√		√		√		
Social Return on Investment (SROI): Problems, solutions . . . and is SROI a good investment? Brian T. Yatesa, Mita Marrab,2016	Research Article	√					√					√		√	
How can social enterprises impact health and well-being? Katy Gordon et al. 2017	Research article	√								√		√		√	

An empirical analysis of the factors affecting social entrepreneurial intentions Tiwari et al.2017	Research article		√							√		√	√		
Antecedents of Social Entrepreneurs' Behavior on Scaling up of Social Enterprise Impact Dr. Anita Sharma, 2017	Research article	√								√		√		√	
Dynamic Norms Promote Sustainable Behavior, even if It Is Counter normative Gregg Sparkman and Gregory M. Walton, 2017	Research article				√		√					√		√	
Social Impact Measurement: Current Approaches and Future Directions for Social Entrepreneurship Research, Hans Rawhouser, Michael Cumming, and Scott L. Newbert,2017	Research article	√			√						√			√	
The Person in Social Entrepreneurship: A Systematic Review of Research on the Social Entrepreneurial Personality Stephan, U., & Drencheva, A. 2017	Research article		√				√					√	√		

Personal initiative: Its power in social entrepreneurial venture creation Isa Nsereko, et al., 2018	Research article				√		√				√			√	
Developing Social Entrepreneurs and Social Innovators: A Social Identity and Self-Efficacy Approach Warner p. Woodworth,2018	Research article		√			√				√		√	√		
Values Matter, Don't They? – Combining Theory of Planned Behavior and Personal Values as Predictors of Social Entrepreneurial Intention Phillip Kruse et al., 2018	Research article					√			√			√	√		
A study of Social Entrepreneurship in India Tripda Rawal, 2018	Research article					√	√				√		√		
The determination of social entrepreneurial intention: a mediated mediation analysis Mohd Nazri Zakaria et al. (2019)	Research article					√				√			√		
SE as a path for social change and driver of SD: a systematic review and research agenda Sanchita Bansal,	Research article			√			√				√			√	

Isha Garg and Gagan Deep Sharma 2019															
A conceptual model of social entrepreneurial intention Parisa Mohammadi et al., 2019	Research paper		√							√		√			√
Social entrepreneurship : need of digital era Nitish Kumar Singh, 2019	Research article					√	√				√		√		
Accounting infrastructures and the negotiation of social and economic returns under financialization: The case of impact investing, Andrei Guter-Sandu,2019	Research article	√								√		√			√
Millennial social entrepreneurial intent and social entrepreneurial self-efficacy: a comparative entrepreneurship study Yang Zhang et.al, 2020	Research paper	√			√		√					√		√	
Mediating Role of Prosocial Motivation in Predicting Social Entrepreneurial Intentions Preeti Tiwari, Anil K. Bhat & Jyoti Tikoria,2020	Research article				√		√				√			√	
Entrepreneurial behavior scale: a validation study with teachers roqueneto; rodrigues, vp; lusinchi, d,2020	Research article	√								√		√		√	

To Prove and Improve: An Empirical Study on Why Social Entrepreneurs Measure Their Social Impact Michiel van Rijn et.al 2021	Research article	√					√					√	√		
Social entrepreneurship education: insights from the Indian higher educational course Saurabh Kumar et al. 2021	Research article					√		√				√	√		
Explaining Social Entrepreneurial Intentions among College Students in Zimbabwe Patient Rambe et al., 2021	Research paper		√				√					√		√	
Does the Business Suit Fit? Drivers for Economic Performance in Social Enterprises Philipp Erpf et al., 2022	Research article			√				√				√		√	

3.Conceptual Framework

The conceptual framework of the proposed study is developed based on the literature review and is presented in figure 2 shall serve as a foundation for studying and testing the research hypotheses. The Conceptual framework shows the connections between drivers of social entrepreneurial behavior and the scaling up of social impact. In the proposed study, the researcher will conduct an in-depth analysis of the relationship between the variables of the study. The moderators in the present study shall be prosocial motivation and the mediator will be the use of social media. The proposed research model will examine how social entrepreneurial behavior creates social impact. This conceptual framework is based on social identity theory.

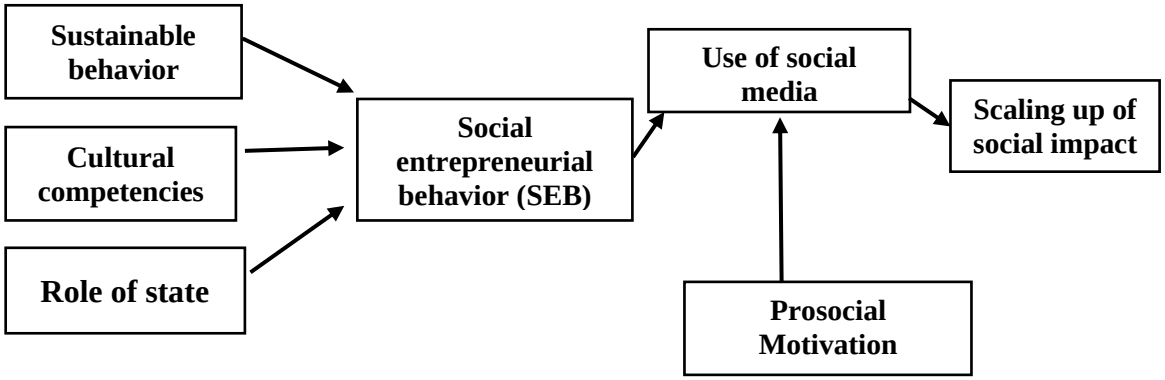

Figure 2: Proposed Conceptual Framework

Table 5: Drivers identified from literature and clubbed drivers

S.no.	Drivers of SEB	Authors
1	Altruism	Mariana Bargsted, et.al, (2013) and Wee-liang tan, et.al (2005)
2	Cultural competencies	Jacquelyn, (2007)
3	Empathy	Preeti Tiwari, et.al, (2020)
4	Individual characteristics	Ute Stephan, Andreana Drencheva, (2022)
5	Issues in society	Self-identified
6	Money ethics	R Ashton, (2011)
7	Moral obligations	Preeti Tiwari, et.al, (2020)
8	Passion	R Praszkier, A Nowak (2011)
9	perceived desirability	Saeed, S., Muffatto, M., & Yousafzai, S. Y. (2014)
10	perceived feasibility	Saeed, S., Muffatto, M., & Yousafzai, S. Y. (2014)
11	Positive attitude	Saeed, S., Muffatto, M., & Yousafzai, S. Y. (2014)
12	Religiousness	Abu H Ayob, (2018)
13	Role of state	I Bozhikin, et.al (2019)
14	Self-actualization need	Maslow, (1943), Munyaradzi Mawere, et.al, (2016)
15	Self-efficacy	Warner p. Woodworth, (2012) and Md. UzzalHossain, et.al (2021)
16	Social issues	Samer Abu-Saifan, (2012)
17	Social recognition	Warner p. Woodworth, (2012)
18	Social support	Md.UzzalHossain, et.al (2021)
19	Sustainable behavior	Elise L. Amel, et.al (2009) and Doug McKenzie-Mohr (2000) and Fonllem, Verdugo, and Sing, (2016)

The researcher identified 19 drivers of social entrepreneurship from literature survey. This pilot survey approach was adopted to finalize the driver of social entrepreneurship. It included the expert from academics and social entrepreneurs. The experts were asked to rank the drivers then median split of ranking was calculated in order to know the more relevant drivers. It was found from the above method that there are most drivers namely.

After identifying drivers from literature as mentioned in table 4 shown on. The similar drivers were grouped together on the basis of the discussion with the experts. this resulted in 9 key drivers which are presented in table 5. then ranking of 9 drivers was done on the scale of 1 to 10 with the help of experts. As a next step median split was applied. Which resulted in 3 key drivers as shown in Table 6.

PILOT STUDY RESULT

After identifying the key drivers, the experts were asked to rank all the drivers on the order of their preference on the scale of 1to 10. Measurement of Meaning.

Table 5: Ranking and median split of the clubbed drivers

S.no.	Drivers of SEB	Expert1	Expert2	Expert3	Expert4	Expert5	Average	Round off	Median
1	Cultural competencies /background	**1**	3	6	1	2	2.333333	2	4
2	Social problems/issues/needs	**2**	2	2	3	1	2	2	
3	Sustainable behavior	**3**	3	1	3	8	3.5	4	
4	Role of the state	**4**	1	4	4	9	4.333333	4	
5	Self-actualization	**5**	2	5	2	6	4.166667	4	
6	Social support	**6**	1	6	3	7	4.833333	5	
7	Altruism	**7**	2	3		5	4.8	5	
8	Social recognition	**8**	1	7	1	4	4.833333	5	
9	Religiousness	**9**	2	8	3	3	5.666667	6	

Table 6: Final Key Drivers

S.no.	Key drivers
1.	Cultural competencies
2.	Sustainable behavior
3.	Role of the state

4.2 Operational Definitions:

Sustainable behavior: SB includes pro-environmental, thrifty, altruistic, and equitable behaviors; it is a collection of intentional, successful acts that result in the conservation of natural and social resources (Fonllem, Verdugo, and Sing,2016).

Cultural competencies: are described as a group of consistent actions, attitudes, rules, and structures

that work together to form a system, agency, or set of circumstances. A cross- cultural environment, training, or profession (Jacquelyn,2007).

Role of state: The state's responsibility is to provide a favorable legislative climate and policy framework that allows its diverse agencies to explore and realize their potential while upholding a high level of performance to safeguard the public interest.

Prosocial motivation: The urge to consider helping others is referred to as prosocial motivation (Tiwari, Bhat, and Tikoria,2020). Prosocial motivation entails a commitment to the goal of defending and advancing the welfare of other people (Grant and Campbell 2007).

Scaling up of social impact: A significant component of the concept of social entrepreneurship is a social impact (Dacin, Dacin, & Matear, 2010; Lumpkin, Moss, Gras, Kato, & Amezcua, 2011). Although the social impact may be seen as the pertinent performance-based dependent variable associated with social entrepreneurship, understandings of social effect have had difficulty coming together due to the proliferation of terminology and the variety of situations in which it is used. Social value and other concepts have been used in the literature to conceptualize social impacts (Moss, Short, Payne, & Lumpkin, 2011; Santos, 2012), social performance (Husted & Salazar, 2006; Mair & Marti, 2006; Nicholls, 2008), social returns (Emerson, 2003), social return on investment (SROI) (Hall, Millo, & Barman, 2015), and social accounting (Nicholls, 2009).Institutions and academics have created a wide range of frameworks to address the challenging issue of quantifying social change. The fact that many of them also include instructions on how to carry out the measurement is another advantage of adopting an established framework. The top frameworks to take into account include the:

The B Impact Assessment: is a tool that businesses may use to quantify their impact on employees, the community, the environment, and consumers. It was developed by B Lab, a non-profit organization that is committed to harnessing the power of business as a force for good. For-profit organizations that want to assess their overall social effect should consider this option (DeRobertis,2021).

The Social Return on Investment (SROI): methodology, which was initially created by the charitable fund REDF for nonprofit organizations to quantify social rather than monetary worth, includes seven criteria for determining social impact: Involve stakeholders, understand what changes,

Value the things that matter, only include what is material, do not over-claim, be transparent and verify the result.

Principles for Responsible Investing: The UN-developed Principles for Responsible Investing (PRIs) provide a framework for integrating Environmental, Social, and Governance (ESG) considerations into investment choices, making them the perfect foundation for impact investing strategies. Making a proprietary framework may be the best course of action for more specialized projects. There are several models available that researchers may use to create their framework for evaluating the success of social impact programs. Here are a few to take into account:

A theory of change is a framework widely employed by organizations with a purpose in a variety of sectors. It establishes long-term objectives related to societal advancement and works backward to determine the required preconditions that will result in the desired change.

A logic model identifies the inputs, actions, and outputs that will result in the intended short- and long-term results as well as the final effect, much like a theory of change does.

Five Dimensions of Impact: This model was created by the Impact Management Project and identifies five impact dimensions: what, who, how much, contribution, and risk. These dimensions may be used to benchmark and quantify impacts

Choosing a framework is a crucial step in measuring social effect, researcher can utilize an existing framework or adopt one as inspiration. With the help of a literature review and the opinions of experts' the researcher found a few parameters of factors for measuring the scaling up of social impact:

1. Longevity
2. Compounded Annual Growth Rate
3. Increased number of customers
4. Increased number of services/facilities
5. Addressing the last the lowest the least and the lost

5. Overview of Proposed Research:

5.1. Need of the study:

During the literature survey, it was formed that it lacks on social impact assessments of social enterprises and drivers of social entrepreneurial behavior largely the researcher has included studying

of social entrepreneurs' intentions; however, the impact can be measured if there is certain behavior. In the present context it is important to examine what can enhance the social impact. In order to achieve the sustainable development goals, systematic evaluation plan has to be developed. The study will focus on education sector to know how social entrepreneurial behavior is formed and how it can be improved which is not there in the literature.

The significance of the study is to explore the drivers of social entrepreneurship as not much literature is found. There is a need to know the importance of social entrepreneurship in the economy and the factors that enable social entrepreneurial behavior so that it can have a social impact since most of the literature has focused on entrepreneurial intentions. The research will also examine how sustainable behavior enhances social entrepreneurial behavior (SEB) and the effect of social support on social entrepreneurial behavior. This study will help the researcher to understand the effects of the role of the state on social entrepreneurial behavior for scaling up social impact and the use of social media as a mediator to social entrepreneurial behavior. This research will help researchers to understand how social entrepreneurial behavior (SEB) drivers, its mediators, and moderators lead to the scaling up of social impact.

5.2. Objectives of the study:

1. To identify the key drivers of Social Entrepreneurial Behavior (SEB).
2. To examine how sustainable behavior drives social entrepreneurship behavior (SEB).
3. To examine the effects of cultural competencies on social entrepreneurship behavior
4. To examine that the role of the state drives social entrepreneurship behavior
5. To measure the scaling up of social impact.
6. To analyze prosocial motivation as a moderating variable of social entrepreneurship behavior for scaling up social impact.
7. To analyze the use of social media as a mediator to social entrepreneurship behavior and scaling up social impact.

6. Research Methodology

6.1 Proposed Hypotheses of the study

The hypotheses formed through this conceptual framework are as follows:

H01: Sustainable behavior drives social entrepreneurial behavior.

H02: Cultural competencies drive social entrepreneurial behavior.

H03: Role of state drives social entrepreneurial behavior.

H04: Prosocial motivation moderates the relationship between SEB and scaling up of social impact.

H05: social media strengthen the relationship of social entrepreneurial behavior and scaling up of social impact.

H06: Social entrepreneurial behavior leads to scaling up of social impact.

6.2 Research Design

The present doctoral research is proposed to be exploratory and empirical in nature.

6.2.1 Population of the study

The population of the study is the owners of social enterprises in the fields like education, agriculture, and healthcare in India.

6.2.2 Sample size of the study

Based on the list of social enterprises 100 social entrepreneurs will be the sample size.

6.2.3 Sample frame

The sample will be collected from north India as it consists large part of the Indian population which means more societal problems resulting in the need for more numbers of social entrepreneurs to provide the solutions to these problems.

6.2.4 Sampling Technique

The study used a purposive sampling technique to identify the owners of social enterprises.

6.2.5 Sampling Element

An individual owner of a social enterprise will be the sampling element.

6.2.6 Tools to be used for Data Collection and Data Analysis (Table 7)

S.No.	Objective	Methods of data collection	Methods of data analysis
1.	To identify the key drivers of Social Entrepreneurial Behavior (SEB)	Drivers of Social Entrepreneurial Behavior were identified with the help of experts' opinions and a literature survey. Median Split was used where factors above the median of ranks were selected to be key drivers and were consulted with the experts.	A ranking of drivers was done. A median split was used to identify the key drivers of Social Entrepreneurial Behavior.

2.	To examine the effects of drivers on SEB (Objective 1, 2, 3)	A questionnaire Survey where self-constructed along with a standard questionnaire will be developed on key drivers and Social Entrepreneurial Behavior. The data will be collected using social media websites and in-person visits.	Regression Analysis will be used to understand the drivers of Social Entrepreneurial Behavior
3.	To measure the scaling up of social impact	Key activities which define the social impact will be taken from SDG measurement parameters for different kinds of social enterprises.	An index will be developed to determine the social impact and scaling up of social impact. Experts' opinions will be taken on the index developed. Case Study Method will be used.
4.	To analyze the prosocial motivation as a moderating variable of social entrepreneurship behavior for scaling up social impact	Questionnaire Survey will be done using a self-constructed scale of prosocial motivation. The data will be collected using social media websites and in-person visits.	Smart PLS will be used for examining the moderating relationship between the variables
5.	To examine the Use of social media as a mediator of social entrepreneurial behavior and scale social impact	Questionnaire Survey will be done using the self-constructed scale of use of social media. The data will be collected using social media websites and in-person visits.	Smart PLS will be used for examining the mediating relationship between the variables

7 Proposed Chapters

The proposed research will contain the following chapters:

· Chapter 1: Introduction

· Chapter 2: a review of the literature

· Chapter 3: research design and methodology

· Chapter 4: data collection and analysis

· Chapter 5: results and interpretations

· Chapters 6: conclusion, managerial implications, and direction for future research.

· Bibliography and references

a) Journal articles

b) Books

c) Internet sources

d) Miscellaneous

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APPENDIX – I

EXPERT'S PROFILE

NAME	DESIGNATION	INSTITUTION
Dr. Arvind Banger	**Assistant professor**	**Dayalbagh Educational Institution**
Prof. Sumita Srivastava	**Professor**	**Dayalbagh Educational Institution**
Dr. Sanjay Bhushan	**Professor**	**Dayalbagh Educational Institution**
Prof. R K Sharma	**Professor**	**Dayalbagh Educational Institution**
Dr. Jaspreet Kaur	**Assistant professor**	**Dayalbagh Educational Institution**